

Optimizing New Product Launches in the New Environment - DRAFT

Notes as of 12/2/1999

GETTING MORE OUT OF EXISTING VEHICLES

Event Marketing:

- Re-think role of EM
 - Don't support multiple equities
 - Increase spending/importance in Marketing mix
 - More synergy with Launch creative
 - Launch specific events
 - Sampling only events --> push reduced price packs
 - Better timing of events to coincide with Launch-heavy Media weight – If brand launches in February, then the events program should kick-off in February too
- Venue for awareness*
- distribution channel*

Point of Sale:

- Re-think function of U-flex as a Communication tool first, and a shelf/storage area second
 - Use all available area for Communication
 - Get "High-tech" with the U-flex
 - Develop/Architect customized and mass Modular shelving units
 - What else could become a POS vehicle? => Exclusive tobacco booths?
 - Utilize new technology at POS -- i.e. Add-Vision technology, low-cost LCDs Video @ POS?
- 100%*
- pt of communication*
- area for communication*
- Add Vision*

Promotional Give-aways:

- (Unbranded) CD-ROM info guide with packs purchase
- (Unbranded) Info booklets – useful topic to YAS (gender neutral) "info" and "how to" guides - with packs purchase
- (Unbranded) Audio CD with packs purchase
- Create "good will" and news for the brand

Direct – to – Consumer Communication:

- Utilize DM to
- Call – to – action advertising ==> ad supported Smoker's hotline with some kind of YAS relevant info (cool bars or smoker friendly venues)
- Invitation ==> Use the PM database to gain smoker names of people that meet the brand's demographic and psychographic profile. Send those people and invitation – to an event or to try this new brand. The invitation could include imagery, and might be a good vehicle to communicate what the brand stands for. This is a twist on the "typical" DM piece

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WHAT CAN WE DO THAT WE HAVE NOT DONE BEFORE

Grass Roots Approach:

- New, Fresh, Real, Authentic
- Anti establishment style marketing
- How do you launch a grass-roots campaign?
 - Distribution/Sales Force "done right" (i.e. Newport's "guerilla" marketing tactics)
- Is there a PR opportunity? If so, how do we use it?
- Publish smoker-friendly mag? — *incorporate other brands.*
- Launch-only Sales force

Focused SWOT team

Internet:

- What are other categories doing for Line Extensions/New Product Intros?
- How is entry possible for category?

Website for PZone

- virtual clubs.

*- choice chains
- focus on independents*

Print Leadership Initiative (PLI):

- PLI efforts to "break" at same time (over and above) high-impact Launch units

Trending:

- Justify/commit to listen to and learn from Brand Futures Group information
- Better Info = Better Thinking = Better Ideas
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International Lessons:

- What can we learn from Ad-Ban markets? ==> They strive to produce highly effective POS, and put a lot of "muscle" behind it
- Creative development is done with "only -POS" environment in mind

many developed for

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